Should I Run an A/B Test?
A checklist from Tal Raviv

speero by CXL

START HERE
Is there a plausible downside to this?

Yes → Do you have a well-formed hypothesis?

No ↓

Do we need precise quantification of the change?

No ↓

Yes ↓

Does this metric really mean anything?

No

Yes

YOU SHOULD NOT RUN AN A/B TEST

Is there any possible outcome that will change the course of our actions?

YOU SHOULD RUN AN A/B TEST

No

Yes